

UX Content professional

Contact

Hello, I'm Claudia Francesca Müller.

This is my content experience on a fact sheet. Behind every experience, there is a story. Interested to know more? Get in touch!

clfmuller@gmail.com

View portfolio with password CLF980 on

[my website](#)

[LinkedIn](#)

Experience

Trusted Shops, Remote

PRINCIPAL CONTENT DESIGN AND LOCALIZATION

I drive and lead priority initiatives, including processes and systems, to professionalize our content design and localization discipline. The goal is to empower others and grow our craft community. As a Principal, I also work alongside management in defining our team's vision and strategy.

- Developed voice & tone guideline
- Localization projects on increasing subject lines
- Coaching UX Writers/Designers

SENIOR CONTENT DESIGNER

With a Content Design mindset, I craft UX copy for products, give features a name and enhance content processes. I think about the role of content in digital products and how to align it within the product unit and beyond.

- Created Questionnaire Customization feature
- Process and collaboration with stakeholders
- Developing collaboration between Design and Content Design

Celebrate company, remote

FREELANCE CONTENT DESIGNER

In this project, I started with user research, passed on user needs to identify what kind of content best fits the users and then sketched different prototypes for a redesign of the recruitment page.

- Redesign of recruitment process website

Education

2015-2018

Bachelor teacher education German degree

Amsterdam, The Netherlands.

2004-2009

Bachelor Journalism

Bachelor Translation

minor Cinema Studies

Zurich, Switzerland

Skills

- Content research
- Information architecture
- Developing and localizing voice and tone
- Content strategy
- Content mapping
- Transcreation
- Leading and coaching

Certifications

2023

Content Strategy 2-day course

Content Design London

2022

Digital Leadership

Growth Tribe

2022-

2021-2022

2020-2021

2019-2021

Mango Kollektiv

Co-Founder

Mango Kollektiv helps companies do better business in Germany/the DACH market through a mix of Product Marketing & Content Design/UX Writing.

- Setting up Mango Kollektiv from scratch
- Workshops around cultural differences Germany/Netherlands
- Working for different clients like Kuoni, Plantsome and 24Baby.de

2018-2020

VPRO, on-site

CONTENT STRATEGIST

I was tasked with developing a content strategy for the international VPRO YouTube channels as part of a project funded by the European Union. I focused on optimizing metadata, conducting content data research, and providing localization services for the German market. I built partnerships and engaged in community management to increase the visibility and relevance of the broadcaster VPRO. My commitment was to create high-quality content that resonated with audiences across borders and languages.

- Silver Creator Award for YouTube Channel vpro international
- Experimenting with the right content at the right time and with the right keywords for channel growth
- Stakeholder management and alignment

2017-2018

Spalder Media Group

MANAGING EDITOR

I was working on a new platform that caters to mountain sports and outdoor lifestyle enthusiasts. My responsibilities included SEO, content strategy, content planning, and content creation. I also managed a team of five freelancers.

- Strategic content work
- SEO as a key topic
- Managing a team and giving direction

2014-2017

Caland2/Richemont

**FREELANCE JOURNALIST/GERMAN TEACHER/
CLIENT RELATION MANAGER**

As a freelance journalist, I covered travel stories for Kuoni, a tourism company. As a Client Relation Manager at Richemont,

2021

Global language strategy master class
The Localization Institute

2020

Content Design Academy
Content Design London

2020

Content Design 2-day course
Content Design London

2019

Scriptwriting for online video
vpro broadcast

2018

Audience Growth,
YouTube

Volunteering

2022-

Guild master customer insights
Trusted Shops

2021-2021

Content Designer
WONDER Foundation

2021-

Organisation, Mentoring, Moderation
Ladies that UX Amsterdam

2009-2012

Filmfestival programmer, pr and copy, presenter
Filmfestival Schaffhausen

I assisted German, Swiss-German, Italian and English customers on the phone and via email to choose the right watch (IWC).
At a public school in Amsterdam, I was teaching kids German at a public school (10-12 years old).

- Writing journalistic travel stories
- High-level communication in the luxury industry
- Learning to lead as a teacher

Ringier/Tamedia

JOURNALIST

Various roles as a journalist at Swiss publisher Ringier and Tamedia. I have worked as fashion, news and magazine journalist online, offline, and cross-media. My main topic was lifestyle, with a focus on movies and fashion.

- Developing new concepts and formats
 - Leading and coaching junior writers
 - Writing articles, long-copy and short copy
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2010-2014